

Mohamed Saad El Din



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Sales - Processing - QC - R&D - commercial - RMs sourcing - Team player

Professionally qualified powder coating Business development with more than seventeen years experience. Proven abilities in defining company direction, achieving targets and developing new and repeat procedures. Now looking for a challenging Position, preferably within a professional multinational corporation that offers an opportunity for progression.

Areas of Expertise

- Sales & Technical supporting
- Professional formulation
- QualiCoat license acquirement
- QC follow up
- Raw materials procurement
- Business Development activities
- R&D activities
- Production management
- Recycling of failed prod.

Professional Development

Certificate

Bachelor degree, major: Chemistry

Faculty

Faculty of science, Ain-Shams University 1998

Graduation degree:

Very good



Professional Experience

Sales manager (KSA & Bahrain)

Sep 2014 - Present



AkzoNobel Powder Coating

<http://www.AkzoNobel.com>



AkzoNobel is the largest global paints and coatings company and is a leading producer of specialty chemicals.

Duties and responsibilities

- Territory and time management for the assigned customers/area.
- Listening to customer requirements and presenting appropriately to make a sale.
- Maintaining and developing relationships with existing customers in person and via telephone calls and emails.
- Cold calling/ planning to arrange meetings with potential customers to prospect for new business.

- Responding to incoming email and phone enquiries.
- Acting as a contact between a company and its existing and potential markets.
- Negotiating the terms of an agreement and closing sales.
- Gathering market, competitors and customers information.
- Representing the organization at trade exhibitions, events and demonstrations.
- Overcoming any objections with a view to getting the customer to buy.
- Advising on forthcoming product developments and discussing special promotions ideas.
- Assist in creating detailed proposal documents, often as part of a formal bidding process that is at times dictated by the prospective customer.
- Making accurate, rapid cost calculations and assist in providing customers with quotations on time. Pitching with the right price, not always giving the lowest quote.
- Liaising with sales coordinator to check the progress & monitor existing/pending orders.
- Ensure outstanding collections are made on time with an aim at achieving zero bad debts for assigned customers.
- Reviewing own sales performance, aiming to meet or exceed targets.
- Gaining a clear understanding of customers' businesses and requirements.
- Attending team meeting and sharing best practice with colleagues.
- Create good relationship with the decision makers of the clients to crack a deal immediately.
- Reflecting clear image of client requirements to R&D team and sharing in developing his needs.
- In case of complaints, sharing in problem solving internally and in customer site.

Sales manager (UAE and Gulf Area)

Jun 2013 - Sep 2014



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(Interpon)

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- Attending team meeting and sharing best practice with colleagues.
- Create good relationship with the decision makers of the clients to crack a deal immediately.
- Sharing in FBE project in both R&D and Sales.
- Sharing professional formulation with R&D team.
- Reflecting clear image of client requirements to R&D team and sharing in developing his needs.
- In case of complaints, sharing in problem solving internally and in customer site.
- Sharing in new RMs resourcing with procurement team.

Deputy GM Powder Coating Middle East And Business development (Saudi Arabia)

Oct 2011 - Jun 2013



AkzoNobel Powder Coating
(Interpon)

<http://www.AkzoNobel.com>



RESICOAT®

AkzoNobel is the largest global paints and coatings company and is a leading producer of specialty chemicals.

Duties and responsibilities

- Investigate the economic conditions surrounding our business activity such as industry trends and competition.
- Conduct extensive market research prior to starting up the business and continue gathering information throughout the life of the business.
- Prepare a detailed business plan so we will not lose sight of our goals and objectives.
- Contact professional advisors such as an accountant, banker and/or lawyer to provide expert information about our business.
- Network with other businesspeople; establish a support group.
- Attend workshops, trade shows, and seminars to keep up-to-date on changes in the industry.
- Develop a situation analysis of the company including its strengths, weaknesses, opportunities and threats to assist in the development of a strategic plan for the future of the business.

Production And R&D manager

Oct 2006 - Aug 2011



United Coating Industries

<http://www.ucicoat.com>

One of the powder coating manufacturer in Saudi Arabia, it was under license of Poudroc , France And it is QualiCoat Approved.

Duties and responsibilities

- correcting any Malformed product (corrective action).
- Performing R&D activities.
- Follow up the raw materials (storage condition, first in first use, expiry date and changing in physical properties).
- Formulating and pricing new Products.
- Applying professional production procedure, qualicoat and ASTM quality policies.
- Raw materials procurements and new RMs developments.
- Maintenance following up and spare parts procurements.
- Domestic and export Customers Technical supporting, Saudi Arabia Eastern province and Bahrain sales activates.
- Following up Lab,R&D and production operators and accomplishing their jobs according to time schedule.
- Preparing and following up production plane, production reports (weekly, monthly and yearly).
- Company web site administration.

Production Engineer

Feb 2000 - Oct 2006



EgyCoat Powder Coating
(Now TIGERWERK - Egypt)

[Http://www.egycoat.com](http://www.egycoat.com)
[Http://www.tiger-coatings.com](http://www.tiger-coatings.com)



High quality powder coating manufacturer in Egypt under
license of Tigerwerk - Austria, and QualiCoat approved

Duties and responsibilities

- correcting any Malformed product(corrective action)
- Performing R&D activities.
- Follow up the raw materials (storage condition, first in first use, expiry date and changing in physical properties)
- Formulating and pricing new Products.
- applying Tigerwerk production procedure and qualicoat policies.
- Following up operators and accomplishing their jobs according to time schedule.

QC In charge

Oct 1999 - Feb 2000

Al Baraka Electrostatic powder coating

A famous Powder Coating Applicator in Egypt
Sister Company to EgyCoat - Tigerwerk (Egypt)

Duties and responsibilities:

- Performing QC tests

- Correcting Industrial faults
- Research and developments
- Following up operators and accomplishing their jobs according to time schedule

QC In charge

Feb 1999 - Oct 1999



CitroMisr Citric Acid Manufacturing

<http://www.tortp.gov.eg>



Unique factory utilizes the Biotechnology to produce Citric acid.
Under license of VogelBusch



Duties and responsibilities:

- Performing QC tests According to British Pharmacopoeia.
- Raw materials checking up.
- Applying VogelBusch quality policies.
- Maintaining the instruments software.
- Following up the sampling procedure.

QC Chemist & Formulator

Oct 1998 - Feb 1999



Al Shrif Plastic Industries
<http://www.al-shorok.com>



The first plastic manufacturer in Egypt. It is now Sold to Al Shorok Plastic Industries.

Duties and responsibilities:

- Performing QC tests
- Formulating Plastic formulas according to the customers' specifications
- Research and Developments
- Following up operators and accomplishing their jobs according to time schedule.

Significant Achievements

- QualiCoat international approval acquirement (EgyCoat , UCIcoat), Applying ASTM quality procedures (UCIcoat)
- Utilizing Fast Production and cleaning Procedure (Tigerwerk procedure).
- Good experience in using alternative raw materials with lower prices and good quality from eastern sources.
- Acquiring a complete collection of (RAL colors and other products) formulae which produce very good quality and competitive prices.
- Good experience in programming professional software's for production management, products pricing, procurement and raw materials stock management...etc

- Built a life powder coatings business for Akzonobel from scratch all over KSA and Bahrain, in few months and manage a big number of accounts until employing new sales stuff for Dammam, Riyadh and Bahrain. Shared powerfully in sorting out required logistical network.
- Good experience in recycling of damaged and failed products.
- Good experience in customers technical supporting.
- Special products formulas and production processes (FBE coating, UV coat , Polyurethane , dead matt , metallic finishes , clear coat , pearl finishes , sandy , wrinkle , burn , hummer finishes , large granular antique,...etc).
- Web sites construction like www.EgyCoat.com, www.UClcoat.com web sites.
- Extensive information on most of paints such as alkyds, latex, solvent and water born, ...etc
- Qualitative & quantitative analytical methods for new raw materials evaluation.
- Long experience with paints machinery like Buss, ENTEX, Chinese extruders (single, twin, planetary kneading), MIXACO Mixers, HOSOKAWA Grinders, chillers , COPCO air compressors, ...etc
- Achieving competitive formula for Rebar FBE in Gulf area.
- Shared technically to gain a powerful contract to supply 500MT annually from Akzonobel (Egypt) to ALUPCO in Saudi Arabia, and built a close relationship with them.
- conducted first AN market survey for powder coating market in Saudi Arabia.
- rebuilt the damaged relationship with customers in UAE and revived a lot of valuable accounts.

Advanced instruments experiences:

- Laser particle size distribution analyzer (MALVERN).
- Salt sprays cabinet (SHEEN).
- Humidity test cabinet (SHEEN).
- Accelerated UV weathering test (QUV).
- Color-matching spectrophotometer. Gretagmacbeth, datacolor.
- High pressure liquid chromatography HPLC
- Atomic absorption spectrophotometer (for ppb determination)
- Flame photometry.
- UV-visible spectrophotometer.
- Potentiometer & Conductmetric analysis (as PH - meter).
- Automatic titration quantitative analysis.



IT Skills

- Programming: Visual Basic 6, visual studio.net.
- Common programs: Word, Excel, Power point, Access, FrontPage, Acrobat ...etc.
- Graphics: Adobe photoshop , common tools for (Gif , Gava scripts) .

Personality Skills

- Ability to work under pressure and for long time.
- Ability to work with and through others.
- Ability to accept criticism.
- Problem solving skills.
- Well developed interpersonal skills.
- A team player who can work in a culturally diverse environment.
- Ability to travel 50% of working hours covering large areas like KSA& Bahrain.

Languages

Language	Reading and writing	Listening	Speaking
Arabic	Excellent	Excellent	Fluent
English	Excellent	Very good	Very good

Interests

- Chess, Swimming, Economics and political affairs, Personal developments and further educations, Idologies.

References

- Available upon request.
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